

**GTTP Case Study Writing Competition
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Hong Kong Veggie Tourism



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- Ms. Lai, Owner of Ms. Lai’s Kitchen
- Mr. Ng Yung Fai, Principal of Heung To Secondary School (Tseung Kwan O)

Veggie Tourism

Glossary

Vegetarian: It means energetic and vigorous.

Vegan / Veganism: The people who do not eat meat and all of the products which relate to the animal including milk, egg, bird's nest and honey. They only eat fruit and vegetable and most of them are mainly from western countries.

Ova-Vegetarian / Ova-vegetarianism: The people who do not eat meat and drink milk, but they eat egg and they are mainly from eastern countries. (e.g China and Japan)

Lacto-Vegetarian / Lacto-vegetarianism: The people who do not eat meats, but enjoy dairy products such as milk and they are mainly from Southern Asia (e.g. India)

Ova-Lacto-Vegetarian / Lacto-ova-vegetarianism: The people who do not eat meats but enjoy the products related to egg, milk, cheese and cream.

Mushrooms – Vegetarian: The people who do not eat meats but enjoy mushrooms. Mushroom is defined as the passivity food in Yoga, so most of the Mushroom – Vegetarians do Yoga.

Veggie Tourism

Glossary

Nature Vegetarian: The people who do not eat meats and 75% of them eat uncooked and nature food; they prefer fruit, vegetable, nuts and grain and all the food which grow in the nature. They drink distilled water which is not tap water, fresh fruit juice and coconut milk. Soft drink, coffee, milk tea and beer are not accepted by them, since it is man-made.

Semi – Vegetarian: They only eat “white meat” such as fish and chicken for two or three days during a week which is not included “red meat” like pork and beef.

Delicious: The food which can make people more comfortable and relax and also can be satisfied with their taste.

Tourism: It means that people will go away from their current life and go to the other place for a short stay. It also includes the activities that they have in the destination during that period.

Global Warming: Global warming refers to the phenomenon of the Earth's atmosphere and rise of ocean temperature during a period of time and it mainly refers to the temperature rise which is caused by human factors of excessive greenhouse gas emissions.

Health: The definition of health from the World Health Organization: "Health is not only the elimination of disease or feebleness, but also the physical, mental and social health."

Team Members:



I am **Annabelle Wu**, 18 years old.
My major is Tourism and Hospitality Studies.
I have a dream that I can travel around the world, get to see diverse culture and communicate with different people.



I am **Cherry Kong**, 17 years old.
My major is Tourism and Hospitality Studies.
I am very interested in food and I enjoy cooking when I am free.
So I enjoyed doing this study very much.

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Chapter One:

1.1 Getting along with the vegetarian trends:

Hong Kong

is a cosmopolitan city in Asia with the unique charm which is from its unique cultural temperament. Since Hong Kong is a international city which is blending the Eastern Western culture as well as the fusion of old and new things, so it is very unique. Travelers can enjoy exploring the world-class attractions and experiencing the traditional festivals and also can enjoy their shopping when traveling in Hong Kong. In addition, it also can be described as a food tourism that traveling in Hong Kong.

Hong Kong

has been called the culinary capital in Asia. According to the data of Hong Kong Tourism Board that Hong Kong has more than ten thousands restaurants with more than one hundred kinds of food. Actually you can find different types of restaurants in Hong Kong so that the tourists can enjoy their meal in not only the restaurant of hotel or shopping center, but also the food stalls or local restaurants which is located along the streets and lanes.

However,

have you ever thought about the reason why Hong Kong could also be a vegetarian culinary capital in Asia? It is very special and cool that to be a vegetarian. Furthermore, there were countless successful people and celebrities at all times and in all over the world who were vegetarian. For example, Einstein, Shakespeare, Leonardo, Edison and Princess Diana, all of them were eager vegetarian. In addition, many famous stars of Hollywood who also are vegetarian, because they can keep fit and healthy and have good mood everyday through a vegetarian diet, such as the actress of Natalie Portman, Ann. Hathaway as well as the actors of BuBi · Pitt, Richard Gera, Leonardo and so on.

In fact,

the vegetarian culture has been very popular in the 21st century around the world. According to the documents of Hong Kong Vegetarian Committee that people from Europe, America and Asia pursue vegetarian diet and the majority of them are young people in recent years. Therefore, vegetarian diet is in the ascendant throughout the world, and more and more people will take part into the vegetarianism. For example, 10% of the British is vegetarian now and about 25% of young women do not to eat meat in order to keeping health and fit.

German vegetarian food shop which is called "Reformhaus" only sells vegetarian food and it has more than one thousand stores chain throughout the country. 450 million Italian are vegetarian and it will exceed 10 million in 2015. It is estimated that the vegetarian in USA has reached 800-12000000 and vegetarian restaurants were increased from three hundred and fifty of 1978 to more than one thousand at the present. Moreover, there is a variety of menus for vegetarian in the USA market.

According to the survey of "U.S. National Restaurant Association" which is made by "Gallup polling firm" that one of every three interviewee said that they would like to have vegetarian food, and even the airlines use vegetarian meals as their calls. On average, 65% of Indian are vegetarian, and it is even reached to 70% in North India that the menu of the restaurant is usually divided into "Veggie" or "Non-Veggie".

However, the vegetarian of mainland Chinese are also increasing. Taking Guangzhou as an example that there was only one vegetarian restaurant in city center during the past long period of time, but it is increased to five restaurant in recent years. However, In Cheng Du city alone of Sichuan Province, there are seven vegetarian restaurants. In Taiwan, there are more than one million vegetarian.

Hong Kong has been hailed as the gourmet paradise, so there are more than two hundred vegetarian restaurants in the city, while the other food and beverage outlets also add the vegetarian menu.

In conclusion,

the vegetarian craze has been sweeping the world. Then, why don't we attempt to promote Hong Kong's delicious vegetarian food by taking advantage of this opportunity? Therefore, the main purpose of this study is to introduce some local vegetarian food of Hong Kong and then to presenting fashion and culture of Hong Kong from the vegetarian food.

Vegetarian

begins to become globalized and the cognition and knowledge of most people for healthy eating is improved gradually with the improvement of the society. Meanwhile, celebrities also start to pay more attention to their health than before. Generally, if the people who haven't tried vegetarian food before will think that it is tasteless; actually it is not only healthy and delicious have a lot of benefits. The fast food has been a part of people's daily life due to the fast-paced society and stressful work. And the obesity is becoming common and younger because of the unhealthy dietary habit, so it is feasible to implement the vegetarian culture.

1.2 The Benefits of Vegetarian Diet

Vegetarian can prevent cancer.

Since the scientists began to explore the relationship between cancer and diet and cancer, the vegetables and fruits have been identified as cancer antidote, and you need to eat at least five kinds of fresh fruits and vegetables everyday.

Vegetarian will benefit to Heart-health.

Eating lots of fruits and vegetables may help to reduce the risk of heart disease and stroke, even if you had a heart attack before. According to the research of Harvard University, the women who eat one more carrot or half a tomato a day can reduce 22% of heart attacks and 40-70% of stroke, because the plants do not contain harmful substances which may pose a threat to cardiovascular.

The research documented that the blocked coronary arteries can be unclogged by having vegetarian food, doing exercises, having medicine and reducing mental stress such the comprehensive measures so that it can be done by having vegetarian food rather than replying on surgery. Furthermore, the vegetarian will no longer have the sickness relates to blocked coronary arteries over the next 10 years ; however, the people who is not vegetarian will have the blocked coronary arteries again.





Vegetarian can enhance immunity.

The best seller of United Kingdom describe if you want to enhance immunity, you need to do a lot of things and the first thing is to having the right food.

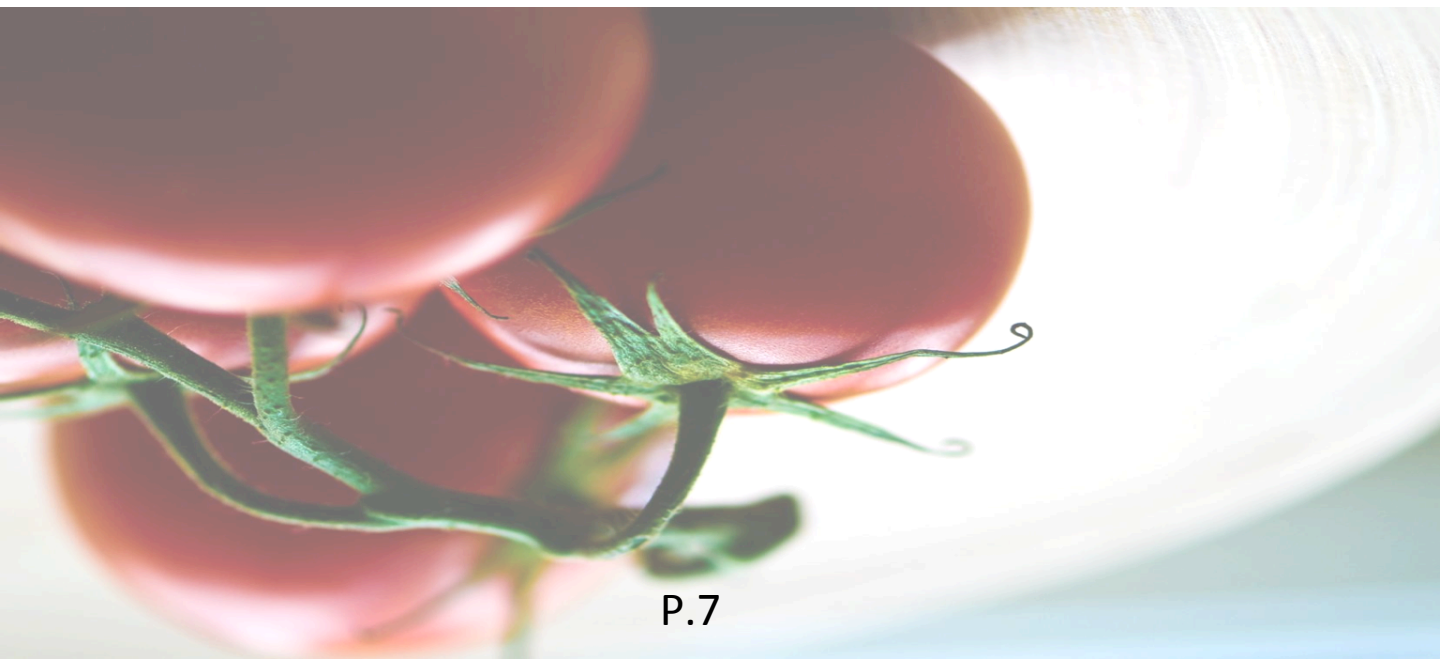
Vegetarian can relieve menopausal symptoms.

When women enter into the period of menopause that estrogen is no longer secreted, sometimes they will have the problems of irritability and reduction of sex drive the report indicates that they find there are many women have menopausal problems, while the women who are vegetarian have less menopause problems.

Vegetarian are eaten to promote longevity.

Having vegetarian food is not only for diet, but also a healthier lifestyle, so it will lengthen our own life. The survey of Austin, Texas State University which is about the lifestyle of vegetarians and non-vegetarians stat that vegetarians indicate that the vegetarians is rarely hospitalized, and they are less likely to smoke, drinking, and always have happy mood and so on.

Getting the protein from a mix-and-match of foods
Being a vegetarian, you need to combined different kinds of food to obtain the complete protein of amino acid. The suitable food combinations include: beans and cereals (such as grilled toast and beans), beans and rice, green beans and so on. Fruits and vegetables also have protein, and also are the sources of rich vitamins and mineral substance.





1.3 Some famous quotations Khalil, Taiwanese born in America,

was a born vegetarian and it relates to his parents' religion.

Actually, Buddhism is very common in Taiwan, however they believe Baha'ism which is derived its origin from the Middle East. Baha'i was called "Taitung religion" before, and it is the reason why Khalil's parents call him **Taitung Fong** as his Chinese name. Meanwhile his worldview is also deeply affected by the religion that he thinks the earth is a nation and human is the citizens of the world, so he had said "wherever I go, where is my home" when he traveled for his concerts.

World, Love & Environmental protection

are the theme of Khalil's album, and he has said on the interview of Ming Pao Weekly that "I believe that music is a very powerful tool, the music-making which I choose is not to enjoy myself, but to give the audience a positive influence. He got the award of Asia's sexiest male star, so besides music, his dietary habits and lifestyle also will be a good example of affect the young generations.

Mainland China

Wei Zhao (International actress)

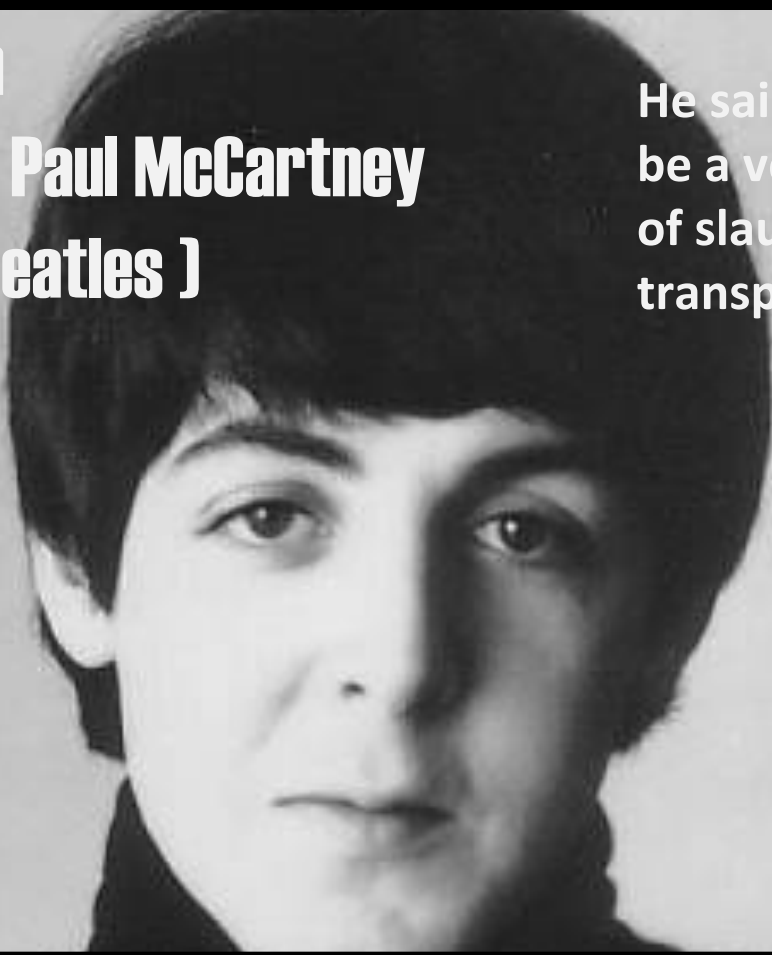
The reason why she chooses vegetarian is that of mercy, love and respecting all life. Around the world, there are people who do not eat meat because of their mercy and love every day and the Animal Protection Organizations calling for against killing, vegetarian, awakening the conscience of mankind and world peace.



Britain

**James Paul McCartney
(The Beatles)**

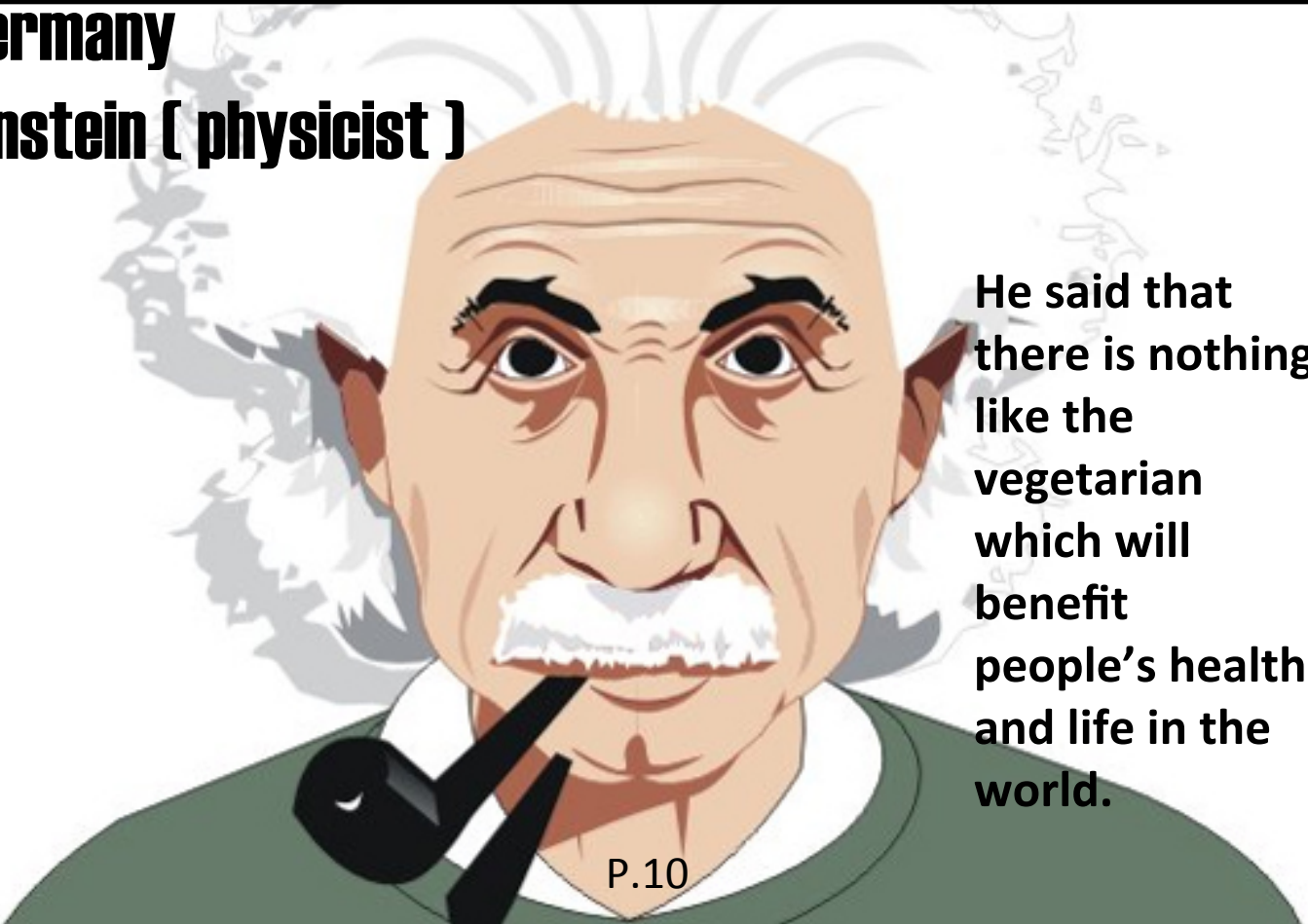
He said that everyone can be a vegetarian if the wall of slaughterhouse is transparent.



Germany

Einstein (physicist)

He said that there is nothing like the vegetarian which will benefit people's health and life in the world.



India - Monica Gandhi (member of congress)

She said that nothing else matters besides changing food choices. Because eating meat is making many problems such as the destruction of forests, water pollution, a variety of diseases so that people need to spend a lot of money on seeing a doctor. Therefore, vegetarian diet is the first choice for anyone who wants to heal the world.



Korea – Hyori Lee (Actress)

She said that I no longer eat meat, because I want to keep fit and healthy as well as the feeling when I looking after the abandoned animals.

A list of vegetarian celebrities

Female

Abby • Connieshi - Australian actress
Ada Rita - Australian rock singer
Aditi - Indian female model and actress
Alanis Morissette - Canada rock singer
Araks • Stewart - radio host
Alyssa • Malone - U.S. TV presenter and producer
Alyssa • Mel - Philippine model
Alicia Silverstone - American actor
Alyssa Milano - American actor
Amber Valletta - American actor
Ai Mei • Robbins - New Zealand singer
Eminem Leyte • Rao - Indian actor
Anu - Indian actor
Aksana • Johansson - Australian musician
A Ya - singer and entertainment presenters in Taiwan
Barbie Hsu (Big S) - Taiwan artists
Brigitte Bardot - French actor
Bryce Dallas Howard - American actor
Caroline. Murphy - American model
Kari • Otis - American actor
Kelly • Underwood - American singer winner of the forth "American Idol"
Charley • Delaney - Australian actor
Chelsea Clinton - daughter of former U.S. President Bill Clinton
Qin-Qin • Gita Gonzalez - Filipino artists
Chris Hyde - U.S. rockers
Christie • Bray Kerry - American supermodel

A list of vegetarian celebrities

Male



Masami Akita - the musician and writer
Alec Baldwin - American actor
Amitabh Bachchan - Indian actor
Andre three thousand - American rapper
Andrew G - Australian television and radio host
Anthony Curtis – Pimiento Band Lead Singer
Anson • Chandler - Indian actor
Anson • Glen Ward - Australian blues singer
Bill • High Leeds - German guitarist
Zhenglong Lan - Taiwan artists
Bryan Adams - rock singer in Canada
Cameron • Kilmer - drummer of Australia
American track and field athlete nine Olympic gold medalist
Carlos Agassi - athletes of Philippine
Casey Affleck – famous actor of Hollywood America
Chris • Ha – singer of Australia
Chris Riley - comedian of Australia
Chris Rose - American singer
Clint • Split ... - Australian guitarist
Cory • Feldman - American film and television actor
Kerry • Willis - Philippine Model
Demy • Mali - reggae singer
Tom • Sawyer - famous American TV host and legal commentator



Chapter two:

2.1 The suggestions of delicious vegetarian food in HK

There are many choices for vegetarian in Hong Kong. They can enjoy a variety of delicious vegetarian dishes not only in Buddhist temples, but in some Chinese, Western and Indian Restaurants. Some vegetarian restaurant also offers imitation meat dishes, such as vegetarian roast goose, salted chicken and scallop and they are extremely faithful to the original one!



Let's introduce some local vegetarian food to you now!

Natural Vegetarian Diet Restaurant

Address: Causeway Bay, Hennessy Road NO. 502, Golden Plaza 8/ F

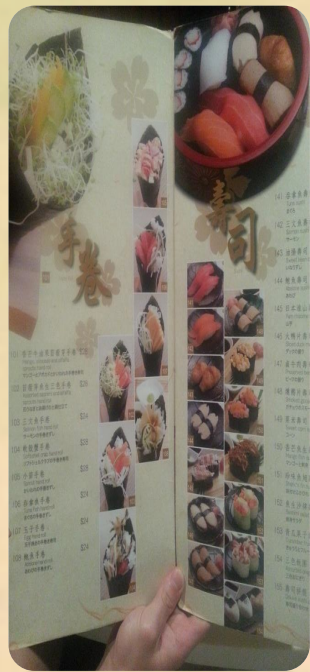
There is a wide variety of vegetarian foods in Natural Vegetarian Diet Restaurant which includes Chinese Japanese and other categories. The restaurant with simple design style and peaceful environment which make the guests feel very comfortable. In addition, different kinds of vegetarian sushi give us a big surprise!



Splitting Duck: the same taste as usual! Splitting duck should be eaten together with cucumber which is very delicious and you will love it!

Natural Vegetarian Diet Restaurant

Address: Causeway Bay, Hennessy Road NO. 502, Golden Plaza 8/ F



You can not imagine there is vegetarian fresh sushi. Although the taste is not as good as real sashimi, the flavor is also good! In addition t, there are also many Japanese cuisines which include grilled eel over l rice, tempura and so on.



It seems like a hamburger but with beef fillet taste which is very special.

Natural Vegetarian Diet Restaurant

Address: Causeway Bay, Hennessy Road NO. 502, Golden Plaza 8/ F

Map

Address: Causeway Bay, Hennessy Road NO. 502, Golden Plaza 8/ F





branto
PURE VEG INDIAN FOOD

Branto Pure Veg Indian Food

Address: Tsim Sha tsui, Happy Road NO. 9-11, 1/F



branto

PURE VEG INDIAN FOOD



Special drinks:
strawberry and chocolate milkshake

White curry with
cheese of India:
Rich cheese and
nice taste



Recommending pizza of Branto:
multiple materials and crisp

P.20

branto

PURE VEG INDIAN FOOD

Branto Pure Veg Indian Food Map

Address: Tsim Sha Tsui, Happy Road NO. 9-11, 1/F





Ms Lai's Kitchen

Address: Waichai Thomson Road NO. 105-111, Harvard Commercial Building, 2/F Room A-D





Ms Lai is a very kind of people, she wants to give hope and happy to the guests, but not to make money. Since opening in 1993, she always has been paying more attention to cooking. Therefore, she is proud of herself and also is respected by others. The price of this restaurant is reasonable so that it attracts a lot of guests or tourists. This restaurant is suitable for all ages and it is also a nice place for family gathering. Ms Lai always helps the disadvantaged of society, because she thinks that "We need to help others, not to hate people" So that her belief not only helped a lot of people, but the guests have resonance of it. She is not only a businessman, but also a strong woman who has really made contribution to society.





Bamboo fungus and vegetarian shark fins soup:

The soup is covered by bamboo fungus, so when you eat it, the soup will come out and burst in your mouth!

Curry Chicken:

Soft vegetarian chicken with the sweet taste of coconut juice.





Taro fish:

Crispy fish is chewy and it is a perfect match that the taste of taro with crispy skin. In addition, it is not easy to disperse when you get it which is different from other restaurants.

Brown Rice: Healthy materials, matching with sauces that you can have another flavor!

★ Recommending





Red bean cake:
it tastes sweet friendly! The fuller
red beans and soft cake which leaves
lingering aftertaste.

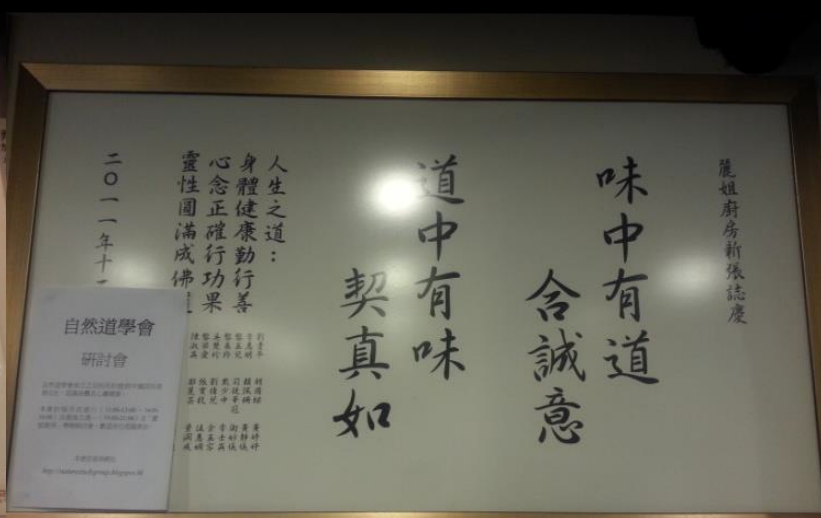
★ **Recommend**





There are many **meaningful words and sentences** in Ms Lai's restaurant and the sentence that the flavor with sincerity and wishes is their aim.

涼伴 / APPETIZERS	
3001 涼伴粉皮併中華沙律 \$ 98	3002 涼伴青瓜 \$ 68
3006 韓式茄子(兩食) \$ 68	3012 涼伴珊瑚 \$ 78
3023 素蝦雞巢沙律 \$ 88	
煎炸 / FRIED	
4519 芋頭魚 \$ 68	4507 香煎藕絲餅 \$ 78
4506 煎焗芙蓉(兩食) \$ 78	2521 黃金薯絲 \$ 78
2022 椒鹽七味豆腐 \$ 78	4512 芝士南瓜球 \$ 88
4821 焗汁芝蔴蝦 \$ 98	4510 五柳魚 \$ 128
4820 香煎鮮腐竹(兩食) \$ 78	4518 椒鹽秀珍菇 \$ 88
4917 椒鹽藕片 \$ 78	4823 翠玉瓜煎蛋 \$ 78





The Map of Ms Lai's Kitchen

Address: Waichai Thomson Road NO. 105-111, Harvard Commercial Building, 2/F Room A-D





South Gate Korean Cuisine

Address: Tsim Sha Tsiu, Kimberley Street 1B, Harbor Center NO.3, UG





Stir-fry glass noodle with different kinds of vegetables (on the left): vegetables are healthy and delicious and the glass noodle benefits our breath.



Fried rice cakes (on the right): soft cake with sour and spicy seasonings tastes wonderful!



Spicy tofu rice soup: tofu matched with seafood soup to make it tastier. Pickle: it is tasty and refreshing, you will love it !

**Too many dishes to choose!
Many complimentary side dishes!**





The Map of South Gate Korean Cuisine

Address: Tsim Sha Tsui, Kimberley Street 1B, Harbor Center NO.3, UG



Address:

Tsim Sha Tsui, Kimberley Street 1B,
Harbor Center NO.3, UG





This restaurant is evolved from Dim Sum the traditional Hong Kong food. Have you heard of a vegetarian restaurant which serves Dim Sum?

Actually, Dim Sum includes barbecued pork bread, steamed dumpling with pork, mushroom and bamboo shoots, chicken bread and shrimp dumpling and so on. This restaurant serves Dim Sum Platter that they put all the Dim Sum together which includes barbecued pork bread, steamed dumpling with pork, mushroom and bamboo shoots, chicken bread and shrimp dumpling and each of them is very exquisite so that you can eat it in one bite.

In particular, Bun than chic, the barbecued pork bread is made by vegetarian barbecued pork!





It is surprised that chicken bread with coconut taste .



The mushroom dumpling with thin skin and perigord truffle has very special taste.



Steamed pork dumpling in soup is tasty and refreshing. The soup is fresh and sweet and rich materials which include the whole bamboo fungus and vegetarian crab sticks are covered by the thin skin.



Pan-fried turnip cake: it is crispy with rich fillings, especially the sauce which is added gherkins, very delicious! Besides, it is made by the whole turnip.



★ Recommend



Steamed buns with rich juice have eastern features. It can be eaten with the Osmanthus cake which is very special.



★ Recommend



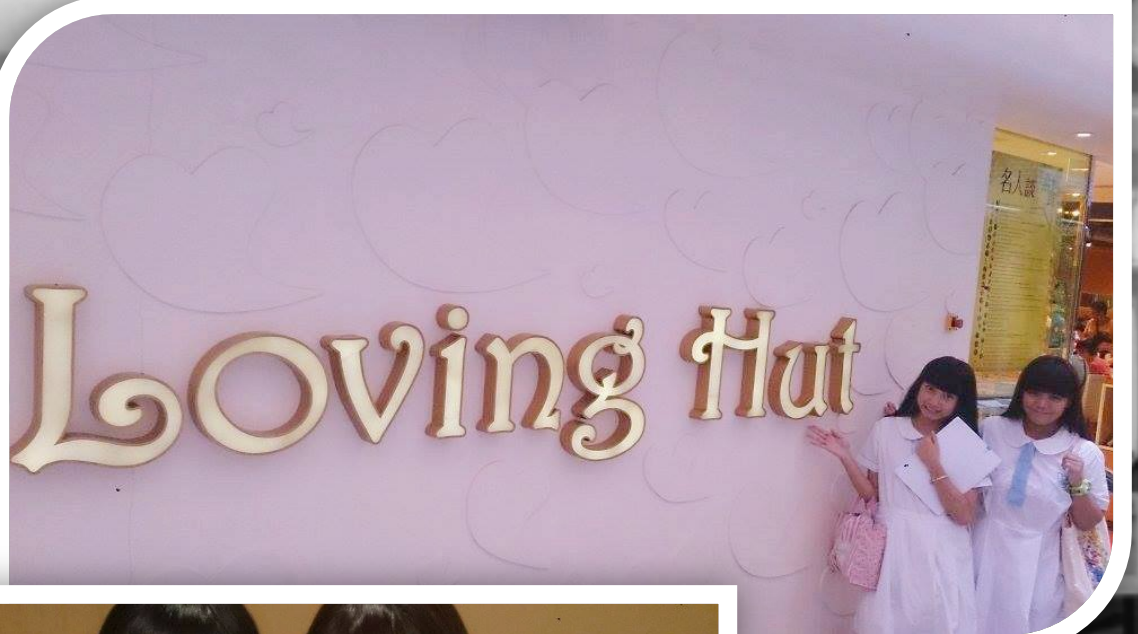
Bean curd jelly is made fresh. It tastes sweet and fresh and is also healthy



Address: Shau Kei wan, East Street NO. 51, Dongwan Pavilion, G/F A2



Loving Hut



Loving Hut

Italian mushroom pizza:
mushroom with fresh
tomato, very good!

Garden hamburger:
I can't believe that the pork chop vegetarian!

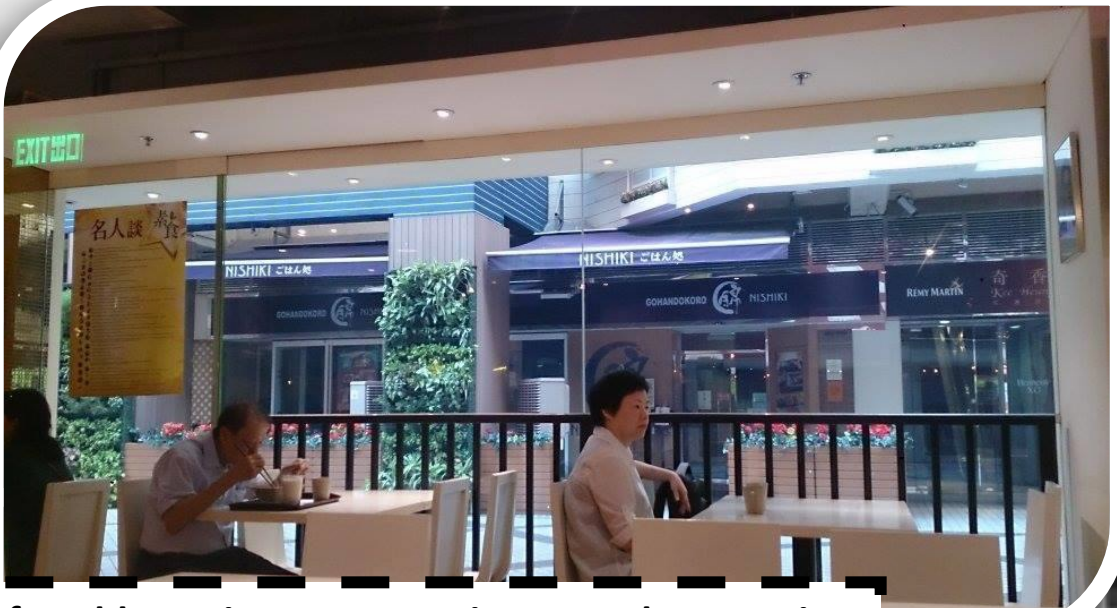


Satay kabob:
it is surprised that both of the
pork and chicken kabob are
vegetarian.

**Blueberry pie and Chocolate Mousse
pie**
Special drinks:
milk tea and coffee which are made
from the soybean milk!



Loving Hut



The comfortable environment can increase the appetite.



Loving Hut

The Map of Loving Hut

Address: Kowloon Bay, Ngau Tau Kok Road NO. 77, Taoda Shopping center-phase II, G242-245



Address:

Causeway Bay, Percival Street NO. 99, Lee Theater Plaza, 7/F Room A



Many vegetarian dishes are collected in Fruit Stop Health Food Restaurant and its aim is health. They pay more attention to cooking that they choose fresh garden vegetables and don't add any MSG. Light taste, style is concise! Most of dishes are very simple with lighter flavor.



Vienna vegetarian sausages noodle soup: the taste of vegetarian sausages seems like luncheon meat which is good for breakfast!

Jellyfish, vegetarian shrimp ramen: the vegetarian shrimp and jellyfish salad is very delicious.. Pineapple, corn and apple salad: it is a healthy afternoon tea with fresh fruit.

★Recommend



Walnut bread: It is soft and virtually melts on the tongue with intense flavor of walnut



The Map of Fruit Stop Health Food Restaurant



Address:

Causeway Bay, Percival Street NO. 99, Lee Theater Plaza, 7/F Room A

蓮花
Vegetarian Lotus

Kowloon City is famous for cuisine which is a paradise of international cuisines. And Lotus Vegetarian Restaurant is very famous and known as the healthy vegetarian restaurants among them. So let's try those two recommending dishes.





Korean seaweed bibimbap: It is made of the Kelp seaweed, abalone and shrimp which is very tasty, but not greasy!



Western Cheese Vanilla Fresh Mushroom: Fresh mushrooms match with the fragrant cheese sauce which are a perfect match! We can't believe that we can enjoy such delicious western-style food in a local vegetarian restaurant which is comparable with western restaurant.

蓮花 Vegetarian Lotus

The Map of Lotus Vegetarian Restaurant
Address: Kowloon City, Fuk Lo Tsun Road No. 39, UG





Telephone interview:

Mr. Leung Fu Wah – The Independent director of Hong Kong Travel Industry Council

We visited the Independent Director Mr. Leung Fu Wah - Hong Kong Travel Industry Council (TIC), since we want to prove that there is a potential for Hong Kong to promote vegetarian tourism,. He thinks that vegetarian tourism is a very special and creative tourism project which has not been studied by those in tourism industry and even the (TIC). He pointed out that as a specialized and stylish tourism project, as long as there is the market demanding, then those in tourism industry will be willing to have a try and the Hong Kong Government also will give supporting to it. However, currently, we should let the Hong Kong travelers know more about Hong Kong vegetarian restaurants and the vegetarian culture in the world.





Telephone Interview: Dr. Victor Ip – General Medical Practitioner

In addition, we also interviewed Dr. Victor Ip– General Medical Practitioner by telephone about the trend of development of Hong Kong vegetarian culture and the vegetarian benefits. Dr. Ip said that the Hong Kong people begin to pay more attention to their diet as well as health so that vegetarian becomes more and more popular now. Therefore, it has been a new feature and trend in Hong Kong. More and more Hong Kong people begin to eat vegetarian food, since they know that vegetarian can reduce disease and make people live longer; and most importantly, it can help control and lose weight. In addition, Dr. Ip mentioned about the medical tourism and health tourism which are very success in Hong Kong, so it will also bring some benefits to Hong Kong local tourism once the vegetarian tourism could be well publicized and promoted.





Visit in person :

The nutritionist said that it would be healthier if you are a vegan, because there is no animal fats, animal hormones and other external stimuli. However, vegetarians can absorb the protein not only from meat, but also the eggs and soybean milk. So they do not have to worry about the problem of energy deficiency. Eating soy foods can help those female vegetarian reduce their menopausal symptoms during the menopause. The nutritionists advise those new vegetarian to be a vegetarian gradually, otherwise they will feel uncomfortable.





Visit in person: Vegetarian restaurant owners

Ms Lai is not only a businessman, but also a kind woman who also eager to help disadvantaged groups in the society. She offers "\$ 10 Meal" everyday to those people who really need the help and they only need to do registration after meal. She is a real and kind person who eager to help so that she is respected by a lot of people.





Chapter three:

3.1 The suggestions of promoting Hong Kong vegetarian diet

Sustainable tourism development is the general trend that Hong Kong should be promoting the health, environmental protection, low-carbon lifestyle and it is started from the practices of diet. For example, they encourage local catering companies make changes in their business so that can create a green life platform to Hong Kong people as well as the visitors around the world to.




Therefore, we do have some suggestions as following:

1. Hong Kong Tourism Ambassador actively promotes the Hong Kong vegetarian tourism

Hong Kong Tourism Board will look for a group of young people who have enthusiasm to society annually. They will train them to be the Hong Kong Youth Tourism Ambassador and arrange some works and activities to them for promoting Hong Kong. Therefore, we suggest that the HKTb can put the HK Vegetarian Tourism into the training activities so that we can suggest and introduce the vegetarian tourism to guests with the help of youth tourism ambassadors.

2. Training international chef for vegetarian diet



There is a vegetarian chef training centers in HK which is called Fukuda training center. So we can send some people to the center to train as the professional vegetarian chef, assistant cook and waiters and they can learn some cooking skills for vegetarian food, food handling processes, serving guests and environmental health from them. They may learn to cook the healthy vegetarian meal, such as the delicate vegetarian Dim Sum and seasonal vegetarian snacks to promote the vegetarian culture.



3. Promoting vegetarian food in the special days

The Hong Kong Tourism Board may hold some Buddha's Birthday Vegetarian Festival to promote vegetarian tourism and healthy diet in May. In addition, making vegetarian food is also a opportunity for making good affinity such as the promotion of Chinese traditional culture that we can promote our vegetarian food in the Chinese traditional festival, for example, we can make vegetarian moon cake in Mid-Autumn Festival, traditional vegetarian Chinese rice-pudding in Dragon Boat Festival and vegetarian rice cake Chinese New Year.



4. Encouraging HK hotels to promote vegetarian food

Although the Hong Kong people pay more attention on the environmental protection, the implementation on promoting environmental hotel is still in the initial stage. The hotels in Hong Kong should add vegetarian food into their restaurants as the choice for the gusts so that they do not need to increase their spending and also is good to hotels' develop sustainable development as well as the environmental protection.

Regal Hotels is doing the "vegetarian option Promotion Month" for its entire hotel restaurants that they offer a variety of snacks and main courses as the vegetarian options to guests and also promote the health and environmental concept that green is necessary. Langham, Hong Kong implemented several environmental protection measures and corporate with their "green teams" in the past to raise the environmental awareness of their staff and guests. Specially, we and introduced a variety of vegetarian dishes for the guests together with "Green Monday" this time and we hope the guests will pay more attention to the concept that vegetarian is good for environmental protection and promote a healthy way of life.

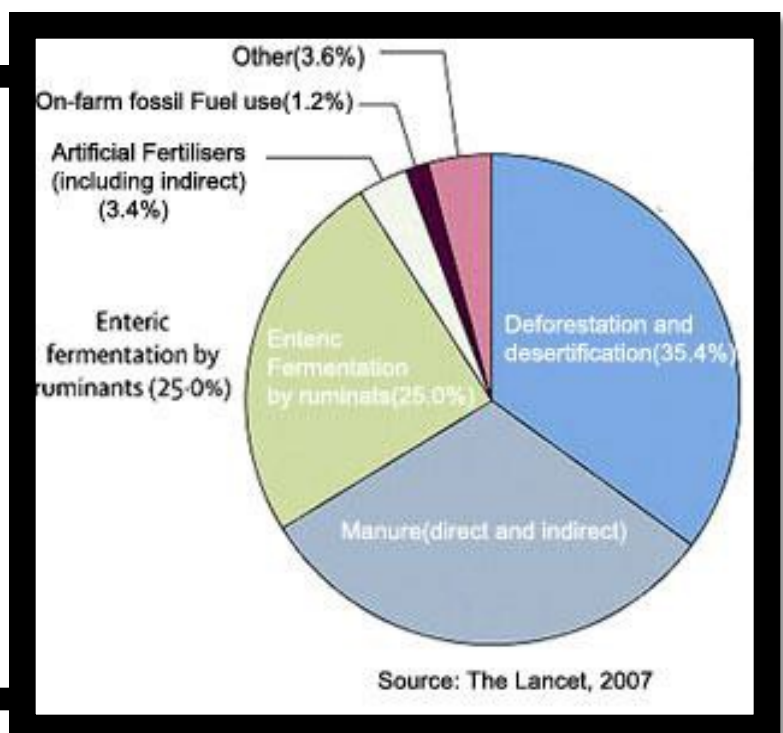


Chapter four:

4.1 The idea of environmental protection for the vegetarian diet


Bill Gates said: "vegetarian is the most important factor for the sustainable development of the Earth in the future." Actually, more than a half of the greenhouse gas emissions are generated from the meat industry. However, it is predicted that the population of the Earth will reach to ninety million, so the demanding for meat will double again as the population increase. Besides, it needs a very large amount of resources to feed the animals for meat. So Gates shows the relationship between the global warming and meat through figures and pie-charts to the people. Because he wants to let them know that being a vegetarian is simple and effective way to reduce carbon emissions and it can be done by everyone.

- Mutton produce 1kg of protein which will generate 39kg of carbon dioxide
- Beef produce 1kg of protein which will generate 27kg of carbon dioxide
- Pork produce 1kg of protein which will generate 12kg of carbon dioxide
- Chicken produce 1kg of protein which will generate 7kg of carbon dioxide
- However, Tofu produce 1kg of protein which will generate 2kg of carbon dioxide



According to a **research of United Nations**, the greenhouse gases emissions of meat industry account for a fifth of the entire emissions of the world. It is more than cars, trains and aircrafts. If it is replaced by vegetarian, it can be reduced 213 kilograms of carbon dioxide annually. It equals to the amount which can be absorbed by nine 5-meter-trees. It can be reduced 1.37kg carbon emissions if you have a vegetarian meal which equals to the carbon emissions generated from the best energy efficient air-condition of 2 hours. If you plant fruit, vegetables, cereals and oil crops with a hectare of land which can fill 30 people up. However, if you produce meat and milk or feed animals with a hectare of land which only can fill 5-10 people up. It requires 40 calories of fossil fuel energy to produce one calorie of beef, however it only need 2.2 calories of fossil fuel energy to produce one calorie of vegetable protein. In addition, the water for producing cereal is one tenth of that of beef.

Why does the vegetarian take off? Nowadays, vegetarian is no longer mainly to religious believers, but to all the people who pursuit a healthy and environmental lifestyle which is very common now. Vegetarian is no longer quirks of extraterrestrial, it catch up with the Western civilization trend. Being vegetarian is mainly for love, and stop killing animals, just to live a simple life.



In fact, a lot of media and social enterprises is actively publicizing and promoting vegetarian culture now. However, the tourism industry of Hong Kong's should pay more attention to the needs of vegetarian travelers and a vegetarian tour with good quality should be supported and encouraged by tourism industry.

Therefore, we hope that many vegetarian and travel lovers around the world will come to Hong Kong and explore the other side of Hong Kong culture together. Vegetarian is an attitude to life and we hope that it could be spread quickly in Hong Kong! However, most of the travel agencies in Hong Kong do not have vegetarian tour, so Hong Kong people will contact Hong Kong Buddhist groups for arrangement if they want to have vegetarian food. Actually, the Hong Kong Government does not give enough support to Hong Kong tourism industry; expect the fireworks in Spring Festival and National Day on first of November.

4.2 Contributions to the society



The seniors can get a box of vegetarian meal on the first Monday of every month from Queen of the East

They will offer “HKD 10 dinner “to the people who are in need everyday and they only need to do the registration and sign for it.



Contributions to the tourism industry



In recent years, Hong Kong's tourism industry is influenced by the unstable development of the global economy, the competition with other tourism market is increasingly fierce in the, so the Hong Kong SAR Government and Hong Kong tourism agencies must looking for new tourism resources to make Hong Kong's tourism more attractive and deal with the new challenge. Vegetarian Tourism of Hong Kong will be a good point for this challenge. Vegetarian Tourism is not only utilizing the existing local tourism resources effectively, but also it attracts a number of potential local and foreign tourists which economical and environmentally friendly.

Vegetarian Tourism of Hong Kong is committed to the four characteristics of Hong Kong tourism industry which are **international, fashionable, healthy and sustainable development.**

In fact, there are many vegetarian or semi-vegetarian all over the world, so once vegetarian tourism of Hong Kong can be promoted, it will be beneficial to add new tourist market to Hong Kong. According to the survey, the Hong Kong vegetarian tourism is not limited to those traditional Chinese vegetarian restaurants; most of them provide processed food, such as fried vegetarian food which is made by artificial colors, preservatives, MSG and other additives. Actually, the healthy, delicious and nourishing vegetarian food is made by diverse and fresh vegetarian food. And now, there are many non-vegetarian restaurants which offer healthy vegetarian meals to attract the general public. Vegetarian tour is designed to explore the restaurants with special designed and offer healthy green food which includes Western, Japanese, Korean and Indian-style. It will let the tourists travel to many local places in Hong Kong and understand by trying vegetarian food.

The people around the world pay more attention to environmental protection and healthy life and protecting environment also is a key factor for the development of tourism nowadays. The World Tourism Organization defines sustainable tourism development as: "sustainable tourism is the one that meeting the needs of present tourists and tourism destination and also creating future opportunities." people's way of life seriously damage the ecological environment and resources, so promotion of vegetarian tourism can let people have a health, environmentally friendly and low-carbon green life. Since the environmental issues are the world's attention, so we should create some sustainable and special tours to satisfy the needs and wants of different kinds of guests for the new development of the Hong Kong tourism, and not only focus on the economy. The Hong Kong vegetarian tourism is a good example for sustainable development of tourism and tourists also can experience the "green" of Hong Kong.

Reference:

<http://www.discoverhongkong.com/>

<http://www.greenmonday.org.hk/chi/impact.php#environmental>

<http://www.hkvegetarian.com>

<http://vegetarian.v-win.com.hk/07/07-00.htm>

<http://www.veggielive.com>

<http://www.vegsochk.org/yueso/ys147/ys14701.php>

Personal Visit:

We pay more attention to the sources of information, so we visited the related people personally such as nutritionist, doctor, director and the restaurant owner. We spent a lot of time on doing the interviews in order to get the latest and most authentic information, since the information online may not be 100% accurate.

From the Internet:

The combination of the online information and the information from our personal visits is the best supporting for the whole case study. For example, We searched the information on the websites of Environment Agency as well as food and nutrition to demonstrate that the number of vegetarian is increasing recently.

